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# Inside Information

## USDA PUBLICATIONS CHIEF COMPLIMENTED

The new president of the National Association of Government Communicators recently paid high compliments to Nelson Fitton, head of USDA's Publishing Center and immediate past president of NAGC.

The new president, Dick Franzen of the National Bureau of Standards, said Fitton provided NAGC with a memorable example of good judgment, patience, perseverance and accomplishment.

In listing the national organization's priorities for 1981, Franzen said the first priority consideration should be devoted to "maintaining and improving the stability of the organization, a process that received such beneficial impetus under Nelson Fitton's guidance."

He also praised Fitton for a highly successful national conference held in Washington, D.C., recently.

## FOOD RECOMMENDED AS INSTRUMENT OF PEACE

Former U.S. Agriculture Secretary Clifford M. Hardin recently stated that U.S. strength in food production can be used as an instrument for peace.

He urged the United States to resume agricultural trade with the Soviet Union as soon as political conditions would again allow.

Hardin said that in the long run, such trade could foster a general relaxation of military tensions between the U.S. and the U.S.S.R.

He made the remarks in a speech following his receiving the "Flame of Truth" award from the Fund for Higher Education at a dinner held in New York in the former Secretary's honor.

Copies of the speech can be obtained from Gary M. Fishman, Fund for Higher Education, 1500 Broadway, Suite 1900, New York, NY 10036, or call (212) 354-4660.

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## WEST VA. AG DEPT. NAMES NEW INF. DIRECTOR

Howard T. Knotts has been returned to head the Information Division of the West Virginia Department of Agriculture.

Noah Perry, former director and current president of the Communication Officers of State Departments of Agriculture, has been promoted to the directorship of WVDA's Rural Resources Division (roughly similar to the marketing division in most other state departments of agriculture).

Knotts, former WVDA information director and one of the original founders of COSDA, was reassigned by WVDA Commissioner Douglass to head up the Information Division once again.

## TWO NEW FILMS AVAILABLE FROM WISCONSIN

The Department of Agricultural Journalism at the University of Wisconsin has produced two films which others may be interested in seeing--maybe buying.

"Agricultural Research at the University of Wisconsin" is a 25-minute film which features three research projects now underway at the university.

"Wisconsin Cheese for All Seasons" also is a 25-minute film, which describes the Wisconsin cheese industry.

Fritz Albert, extension film specialist, says anyone interested in seeing a preview print can contact him. If anyone is interested in purchase (single prints costs a little less than \$200), he will refer you directly to their laboratory to order prints.

The cheese film was awarded a first prize at the 1980 U.S. Industrial Film Festival in Chicago, competing against 1200 entries. Five or six commercial television stations ran it during prime time.

Albert's address is 440 Henry Mall, Madison, WI 53706, or call him at (608) 262-1461.

## WHERE TO GET INFORMATION ON CONSERVATION

A handy new directory has been issued by USDA's Soil Conservation Service.

"Where to Get Information About Soil and Water Conservation" lists names of various technical specialists in Washington headquarters of SCS, directors of regional technical service centers and state conservationists.

SCS also has issued a four-color publication, "America's Soil and Water: Condition and Trends," which describes a sobering story about the nation's finite and vulnerable soil and water resources.

Both publications are available from the Publications Branch, Office of Information and Public Affairs, Soil Conservation Service, USDA, Room 6202-S, Washington, DC 20250, or call (202) 447-5157.

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## USDA SLIDES USED IN JUSTICE SHOW

Slides of 27 USDA employees featured in the "People Serving People" publication will be used in a Justice Department training film.

The training film is being produced by the Criminal Division of Justice for use governmentwide. The film will cover employee integrity issues, and is aimed at combating fraud, waste, bribery and conflicts of interest.

The USDA photos selected from the "People" publication were just what the film producers wanted to depict employees in a work setting.

Among the photos chosen were those of USDA employees at work in agencies ranging from the Agricultural Marketing Service to the World Food and Agricultural Outlook & Situation Board.

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## USDA YEARBOOK SALES REPORTED

"What's to Eat?", the 1979 Yearbook of Agriculture, had sales at 44,896 copies in the first year since it was published, according to Superintendent of Documents.

"Cutting Energy Costs," the 1980 Yearbook, had sales of 3,654 copies in the seven weeks since its publication in mid-December. The sales copies are in addition to the thousands of copies distributed free to constituents by members of the U.S. Congress.

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## AGRICULTURAL WRITERS SOUGHT BY PR FIRM

Gibbs & Soell, Inc., a public relations firm with offices in New York and Chicago, has put out a call for at least one agricultural writer, maybe three.

Qualifications are a minimum of one year's experience in agricultural writing.

The writers will be assigned primarily to agricultural chemical accounts, maybe to some agricultural equipment accounts.

The positions most likely will be in the New York office, maybe in the Chicago office.

For further information, contact Bob Jensen, Gibbs & Soell, Inc., 126 East 38th Street, New York, NY 10016, or call (212) 481-4488.

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## MORE DESIGN MANUALS TO BE AVAILABLE

The Design Center in USDA's Office of Governmental and Public Affairs has notified USDA's Central Supply Office that an additional 400 design manuals will be provided.

Several agencies within USDA have requested additional copies of the new design manuals, according to Dave Sutton, acting assistant director of public affairs for graphic arts.

It is estimated that it will be about two to three months before the manuals will be on the shelf in Central Supply.

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## FREE COPIES OF "STRUCTURE" REPORT EXHAUSTED

The free supply of 16,000 copies of "A Time to Choose: Summary Report on the Structure of Agriculture" are exhausted.

Further requests for copies of this popular report should be directed to the Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402, where a limited supply is available for \$5.50 a copy.

Copies of "A Dialogue on the Structure of American Agriculture: Summary of Regional Meetings" are still available, free of charge, from John E. Lee, Jr., Director, National Economics Division, Economics and Statistics Service, USDA, Room 246 GHI Building, Washington, DC 20250. His telephone number is (202) 447-8831.

Questions regarding the factual content of the report may also be directed to John Lee.

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